WHAT IS CLAIMED IS:

- 1. A method of initializing devices connected to a communication bus by a host, comprising:
- (a) determining which devices, if any, are branded devices and which devices, if any, are unbranded devices by the host;

if there are no branded devices,

- (b) sending a first focus command by the host to a first one of the devices connected to the communication bus as a focused device;
- (c) in response to a probe command sent by the host to the focused device, returning configuration information by the focused device; and
- (d) branding the focused device by the host based upon the confirmation information.
 - 2. A method as recited in claim 1, further comprising;
 - (e) sending a blur command by the host to the branded device;
- (f) converting the blur command to second focus command by the branded device;
- (g) passing the second focus command to a second one of the devices connected to the communication bus as the focused device by the first branded device;
- (h) in response to a second probe command sent by the host to the focused device, returning configuration information by the focused device; and
- (i) branding the focused device by the host based upon the configuration information.
 - 3. A method as recited in claim 2, further comprising;
- (j) repeating (e) (i) for the remainder of the devices connected to the communication bus.
 - 4. A method as recited in claim 1, wherein the branding comprises; setting a branded flag; and assigning a brand ID.

- 5. A method as recited in claim 1, further comprising: setting up a driver software corresponding to the branded device.
- 6. Computer program product for initializing devices connected to a communication bus by a host, comprising:

computer code for determining which devices, if any, are branded devices and which devices, if any, are unbranded devices by the host;

computer code for sending a first focus command by the host to a first one of the devices connected to the communication bus as a focused device if there are no branded devices;

computer code for in response to a probe command sent by the host to the focused device, returning configuration information by the focused device;

computer code for branding the focused device by the host based upon the confirmation information; and

computer readable medium for storing the computer code.

7. Computer program product as recited in claim 6, further comprising; computer code for sending a blur command by the host to the branded device; computer code for converting the blur command to second focus command by the branded device;

computer code for passing the second focus command to a second one of the devices connected to the communication bus as the focused device by the first branded device;

computer code for returning configuration information by the focused device in response to a second probe command sent by the host to the focused device; and computer code for branding the focused device by the host based upon the configuration information.

8. Computer program product as recited in claim 6, wherein the computer code for branding comprises;

computer code for setting a branded flag; and

computer code for assigning a brand ID.

- Computer program product as recited in claim 1, further comprising: computer code for asetting up a driver software corresponding to the branded device.
- 10. Any of a number of devices connected to a communication bus are initialized by a host that sends a focus command to a first one of the unbranded devices which responds by returning configuration back to host which, in turn, brands the responding device based upon the returned configuration information, wherein, once the device is branded, the host computer brands a second one of the unbranded devices by sending a blur command to the branded device which converts the blur command to a second focus command which is passed by the branded device to the second one of the unbranded devices which responds by returning configuration information to the host which, in turn, responds by branding the second device based upon the configuration information.